



# Designation Application

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## 2007

### **Virginia Main Street Program**

Department of Housing and Community Development

501 North 2nd Street

Richmond, Virginia 23219

804-371-7030

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# VIRGINIA MAIN STREET APPLICATION

## Section I. Applicant Information

Locality: \_\_\_\_\_ Date: \_\_\_\_\_

Chief Administrator: \_\_\_\_\_

Chief Elected Official: \_\_\_\_\_

Downtown Development Organizational Representative: \_\_\_\_\_

Designated Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

## Section II. Local Assurances and Authorization

As the representative of the local governing body of \_\_\_\_\_, I hereby certify that the information in this application is accurate and correct.

Chief Administrator: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

As the representative of the downtown development organization, I hereby certify that the information in this application is accurate and correct.

Downtown Development Organization Representative: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**As the primary preparer for this application, I hereby certify that the information in this application is accurate and correct.**

Name: \_\_\_\_\_

Affiliation and Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Section III. Local Program Proposal Commitment and Analysis

### PART 1. PUBLIC AND PRIVATE SECTOR UNDERSTANDING AND COOPERATION

*The purpose of this section is to gauge the extent to which local government, the business community and the community at-large understand and support the Main Street Approach <sup>TM</sup> and wish to adopt a preservation-based approach to downtown development.*

**A. Local Revitalization Efforts:** Highlight past and current joint efforts by the public and private sectors in the areas of organization, design, promotion and economic restructuring aimed at revitalizing the proposed Main Street district. Discuss the role of the organizations referenced under Part 1, Question B (the following question) in these efforts. A separate page may be attached.

**B. Community Support:** Describe other local groups or organizations involved in downtown or which have demonstrated support for local participation in the Main Street program. Include such local organizations as downtown merchants or business associations, economic development organizations, community development corporations, historic society, preservation organizations, arts councils, museums. Duplicate the section below as many times as needed (two per page) to describe all other organizations. Limit comments to the space provided.

Letters of support will be accepted as attachments. They will be judged based on how well they demonstrate a substantive commitment to actively work with the Main Street program. (Support letters would become Attachment G).

**Organization Name:** \_\_\_\_\_

Date established: \_\_\_\_\_

Sources of funding: \_\_\_\_\_

Annual budget: \_\_\_\_\_

Number of members: \_\_\_\_\_

Describe support this organization provides to downtown revitalization efforts.

Discuss what support activities this organization will provide the Main Street program.

**C. General Public Attitude:** Describe the general public attitude in your community toward downtown and the importance of revitalization. Reference surveys or special town meetings, attendance at hearings, editorials, letters to the editor, etc. as an indication of the community's attitude toward downtown. Limit comments to the space provided.

**D. Community Involvement:** Briefly summarize actions taken to educate interested groups, organizations and citizens about the Main Street Approach™. This could include participation in Main Street workshops or conferences, membership in the Virginia Downtown Development Association, etc. Identify steps taken to involve groups or citizens in the Main Street program. This could include collaborative projects, volunteer opportunities, community input sessions, etc. Describe public response to these actions. Limit comments to the space provided.

**E. Community Support for Main Street Designation:** Describe the level of community-wide involvement in the decision to become a Main Street community. Describe how this application was developed and the role of volunteers in its completion. A separate page may be attached.

**F. Public Sector Financial Commitment:** List the source (e.g., general revenues, UDAG, CDBG, Service District, etc.), amount, intended purpose, and status of any funds for downtown revitalization-related activities in the proposed Main Street area. See Appendix D of the Application Instructions, page 15, for examples. Limit comments to the space provided.

<u>Amount</u>	<u>Source</u>	<u>Purpose</u>	<u>Status</u>

**G. Private Sector Financial Commitment:** List the source (e.g., financial institutions, chamber of commerce, retail merchants association, etc.), amount and intended purpose of any funds available or committed from private sources to support downtown revitalization efforts in the locality. See Appendix D of the Application Instructions, page 15, for examples. Limit comments to the space provided.

<u>Amount</u>	<u>Source</u>	<u>Purpose</u>	<u>Status</u>

## **PART 2. LOCAL ORGANIZATIONAL READINESS TO IMPLEMENT**

*The purpose of this section is to gauge the local organization's understanding, readiness and commitment to a Main Street downtown revitalization program.*

**A. Desired Organization Outcomes:** See Appendix D of the Application Instructions, page 16, for examples.

**1. PROJECT INVENTORY:** List the objectives and projects that the locality hopes to achieve for downtown through participation in the Virginia Main Street Program. The objectives should be realistic, specific and quantifiable. Objectives and projects should relate to the four-points of the Main Street Approach™ and there should be at least one objective and project for each of the four-points. Briefly describe how the objectives and projects were determined. Additional pages may be attached as necessary.

**2. IMPLEMENTATION PLAN:** Then outline one implementation plan for a project under each objective. There should be one implementation plan for each of the four-points, resulting in at least four (4) implementation plans. See Appendix E of the Application Instructions, page 24, for a blank Implementation Plan worksheet. Additional pages may be attached as necessary.

**B. Role of the Main Street Board:** Discuss the role of the Main Street board in terms of management, oversight and policy. Describe the role of the Main Street board in relation to downtown, the local government and the community-at-large. Describe the relationship and roles of the board and the manager to each other. Limit comments to the space provided.

**C. Role of the Main Street Manager:** Discuss the role of the Main Street manager in terms of management, oversight and policy. Describe the role of the Main Street manager in relation to downtown, the local government and the community-at-large. Limit comments to the space provided.

**D. Support of Main Street Manager Position:** Describe what the Main Street organization and local government will do to build community acceptance of the position and the individual. List organizations he/she will be invited to join, etc. Discuss how the manager will be introduced to the merchants, the media and public-at-large, etc. Limit comments to the space provided.

**E. Downtown Development Organization:** Describe the purpose, structure and funding of the Main Street organization. If a downtown organization does not exist, describe the proposed downtown organization and how will it be structured and funded. Describe existing or proposed committees. One additional page may be included. (bylaws, articles of incorporation, IRS tax status information, board of directors list and committee structure information are required attachments if an organization is in existence - Attachment J.)

**F. Public Awareness and Support:** Discuss your plans for an on-going strategy to generate public awareness and build good will for a Main Street revitalization effort. Limit comments to the space provided.

**G. First Year Budget :** Provide a proposed budget for the first year of Main Street program participation. See Appendix D of the Application Instructions, pages 18 through 20, for examples. A separate page should be attached. Line items of budget should reflect committee structure and/or objectives and projects.

**H. Sources of Revenue and Status:** Provide the status of projected revenues as well as the sources for those revenues for the first year's budget. See Appendix D of the Application Instructions, pages 21 and 22, for examples. A separate page may be attached.

**I. Second and Third Year Budgets:** Provide brief projected budgets for the second and third years of Main Street program participation. The level of detail requested in Questions G and H above is not required here. A separate page may be attached.

**J. Fundraising:** Describe how your fundraising has been conducted to date and describe your plans to ensure the achievement of long-term financial stability. Limit comments to the space provided.

**K. Volunteer Recruitment and Retention:** Briefly discuss volunteer recruitment and retention activities for the organization. How many active volunteers do you currently have? Limit comments to the space provided.

### **PART 3. HISTORIC BUILT ENVIRONMENT AND ACTIVITIES TO PRESERVE AND ENHANCE DOWNTOWN**

*The purpose of this section is to gauge the appropriateness of the district for implementation of a preservation-based approach to downtown development.*

**A. Proposed Main Street District Boundaries:** Discuss what makes this Main Street area a cohesive and recognizable district with distinctive features, architectural characteristics and pedestrian focus. Discuss how and why the particular boundaries were selected. Limit comments to the space provided. Include scale map that shows building footprints and the proposed district boundaries as Attachment B-1.

**B. District Setback:** Indicate the total number of linear feet of street frontage in the district; include all street frontage including vacant lots, parking lots and other open spaces: \_\_\_\_\_. Indicate the total number of linear feet of street frontage with a setback of 15' or less: \_\_\_\_\_. This can be calculated using a ruler, scale or planimeter on a current map. Highlight the portions of each block with 15' or less setback on the map labeled Attachment B-1.

**C. Proposed Main Street District Land Use Characteristics:** See Appendix D of the Application Instructions, page 23, for examples.

1. *Qualitative Description:* Describe in general the present land uses in the proposed Main Street district and adjacent areas. Limit comments to the space provided.
  
  
  
  
  
  
  
  
  
  
2. *Quantitative Description:* Estimate the percentage of the district devoted to the following uses: retailing, service (restaurants, dry cleaners, etc.), office, financial, industry, government, housing, cultural/recreational, parking and vacant. Indicate the methodology or source used to derive these estimates. Limit comments to the space provided.

**D. Historic/Architectural Character:** Briefly describe the age range, historical significance and architectural styles of the buildings located in the proposed Main Street district. Indicate the average building size (number of stories and approximate square footage). See Appendix D of the Application Instructions, page 23, for examples. Limit comments to the space provided.

**E. Has an historic building inventory been completed?** \_\_\_\_ yes \_\_\_\_ no  
If so, when \_\_\_\_\_ and by whom? \_\_\_\_\_

**F. Buildings or Districts Listed on The Virginia Landmarks Register and/or The National Register of Historic Places, or Local Historic Districts:**

If you **do** have a national or state registered district, provide a map that shows the district borders and list all contributing property addresses below. The map is Attachment D-1. If you have additional buildings or sites individually listed that are outside the national or state registered district, but within the proposed Main Street district, please also include a list of these property addresses. A separate page may be attached.

If you **do not** have a national or state registered district, provide a list of any individually listed properties within the proposed Main Street district and also include a list of potentially eligible property addresses (those structures that are 50 years or older). A separate page may be attached.

Indicate if there is a local historic ordinance district with design review and include a copy of the ordinance as an attachment. This is Attachment D-2.

**PART 4. NEED FOR DOWNTOWN REVITALIZATION & POTENTIAL FOR EFFECTING POSITIVE CHANGE**

*The purpose of this section is to gauge the need for revitalization and the potential for positive change. Virginia Main Street seeks to help communities enhance existing downtown resources that may be underutilized or neglected.*

**A. Community Development History:** Discuss the development of your community. Highlight significant events or trends that have caused changes in the community over the years. Limit comments to the space provided.

**B. Community Assets:** List the community's major assets (e.g. direct interstate access, diversified economic base, institutions, population growth, etc.). Describe any special characteristics such as local historical or cultural events. Limit comments to the space provided.

**C. Community Liabilities:** List the community's major liabilities (e.g., poor transportation access, declining population, etc.). Limit comments to the space provided.

**D. Community Trends:** Describe the community's current economic basis, population trends, status of the downtown district, current or recent past revitalization efforts, etc. Please use the data contained in Section IV, Part 1 as the basis for your identification of trends, then add additional background and supporting details. Limit comments to the space provided.

**E. Community's Future:** Discuss what you see as the community's future direction. Identify the community's major goals for the next three-five years. Explain how the Main Street program can be of value to your community in meeting these goals. A separate page may be attached.

**F. Main Street District Assets:** List the major assets of the proposed Main Street district (e.g., transportation access, abundant parking, sound building stock, etc.). Describe any special characteristics of the area such as a waterfront location, unusual architecture, existing or potential tourist attractions, etc. Limit comments to the space provided.

**G. Main Street District Liabilities:** List the major liabilities of the proposed Main Street district (e.g., absentee landlords, deteriorating building stock, high vacancy rates, etc.) and perceived needs for developing downtown, (e.g., need better relations between City Hall and downtown merchants, etc.). Limit comments to the space provided.

**H. Main Street District Physical Deficiencies:** Describe any deficiencies in the following types of structures and facilities in the proposed Main Street district. If no major deficiencies exist write "none." Limit comments to the space provided.

**1. Infrastructure** - List major deficiencies that hinder investment in the proposed district (e.g., poor physical condition, inadequate capacity or lack of facilities).

**2. Community Facilities** - List major deficiencies that represent a major barrier to the provision of adequate public services to businesses and residents in the proposed Main Street district. (e.g., public buildings, parks, recreational facilities, etc.).

**3. Buildings** - List major problems of physical deterioration that are barriers to private investment in the proposed Main Street district. (e.g., commercial, industrial and residential structures, etc.).

**4. Transportation Facilities** - List major deficiencies that are barriers to commerce or private investment in the proposed area (e.g., traffic congestion, inadequate parking, deteriorating sidewalks etc.).

**I. Program Longevity:** Describe how the program will be organized, funded and managed in an on-going manner. Explain how the organization is expected to evolve and change over the next five, ten and fifteen years. A separate page may be attached.

**J. Program Impact:** Describe the results the locality hopes to see from participation in the Virginia Main Street Program. Discuss how participation would address the objectives and the proposed Main Street district's liabilities and needs identified earlier. Also address how the Main Street revitalization program fits into the overall community's vision and its priorities. Limit comments to the space provided.

## Section IV. Community & Local Government Profile

### PART 1. COMMUNITY PROFILE

*Official 1980, 1990, 2000 U.S. Census Data and 2002 Economic Census: Retail Trade data must be used to complete items A – C in this section. Sources of U. S. Census Data and the Census of Retail Trade are included in Appendix B of the Application Instructions, page 11.*

**A.** Provide the total population for the applicant locality and the surrounding county from the 1980, 1990 and 2000 Census. Show the change from 1980 to 1990 and from 1990 to 2000 as a percent.

Total Population:	1980	1990	2000	% Change 1980-1990	% Change 1990-2000
Applicant Locality:	_____	_____	_____	_____	_____
Surrounding County:	_____	_____	_____	_____	_____

\_\_\_\_\_  
County Name

If the community is an unincorporated area, also give population within a 1, 3 and 5 mile radius of the center of the downtown area (another data system, such as Claritas, see Appendix B of the Application Instructions, page 12, may be used).

1 mile \_\_\_\_\_ 3 mile \_\_\_\_\_  
5 mile \_\_\_\_\_ Source \_\_\_\_\_

**B.** Provide the number of households in the applicant locality. Provide the mean (average) household size.

Number of Households:

Mean (Average) Household Size:

1990 \_\_\_\_\_ 2000 \_\_\_\_\_

1990 \_\_\_\_\_ 2000 \_\_\_\_\_

**C.** Provide the median household income for the applicant locality. Show the change from 1990 to 2000 as a percent.

Median	1990	2000	% Change 1990-2000
Household Income:	_____	_____	_____

**D.** Provide the most recent annualized unemployment rate available from the regional office of the Virginia Employment Commission. State the time period that this rate covers. Towns and unincorporated areas should use overall county figures.

Annualized unemployment rate \_\_\_\_\_ % Period covered \_\_\_\_\_

- E.**
1. Provide the total number of businesses in the proposed Main Street district \_\_\_\_\_
  2. Provide the total number of buildings in the proposed Main Street district \_\_\_\_\_
  3. Provide the number of full-time employees (or full-time equivalents) \_\_\_\_\_

- F.**
1. Provide the number and percent of buildings in the proposed Main Street district that have first floor vacancies. # \_\_\_\_\_ % \_\_\_\_\_
  2. Provide the number and percent of buildings in the proposed Main Street district that are occupied but have vacant upper floors. # \_\_\_\_\_ % \_\_\_\_\_
  3. Provide the number and percent of buildings in the proposed Main Street district that are completely vacant. # \_\_\_\_\_ % \_\_\_\_\_
  4. Provide the number and percent of the buildings that are owner occupied and renter occupied in the proposed Main Street district.  
# \_\_\_\_\_ / \_\_\_\_\_ % owner occupied  
# \_\_\_\_\_ / \_\_\_\_\_ % renter occupied
  5. Provide the number and percent of buildings that are controlled by out-of-town and out-of-state landlords in the proposed Main Street district. # \_\_\_\_\_ % \_\_\_\_\_

**G.** Provide the number of shopping centers in the applicant locality and adjacent areas: \_\_\_\_\_  
This information should correspond to the map requested as Attachment B-2.

**H.** Please indicate if there are enclosed regional malls, shopping centers or lifestyle centers in the area and how far they are from the proposed Main Street district. Give the total square feet and names of anchor tenants, e.g.

Name	Enclosed Mall or Center	Total Retail Square Footage	Names of Anchor Tenants	Distance From Downtown
------	----------------------------	--------------------------------	----------------------------	---------------------------

**I.** Provide the total number and average dollar value of building permits issued in the proposed Main Street district in 2005 and 2006.

Number of Building Permits:	Average Value of Permits:
_____ 2005 _____ 2006	\$ _____ 2005 \$ _____ 2006

**J.** Provide the number of property sales and the average price in the proposed Main Street district in 2005 and 2006.

Number of Property Sales:	Average Price for Property Sale:
_____ 2005 _____ 2006	\$ _____ 2005 \$ _____ 2006

**K.** Using the *2002 Economic Census: Retail Trade*, or another appropriate source, provide the total number of retail establishments and the dollar amount of retail sales for the applicant locality (city, town, or county as applicable).

Total number of retail establishments \_\_\_\_\_

Dollar value of retail sales \$\_\_\_\_\_

**L.** Calculate an estimate of the average rental rate for commercial space in the proposed Main Street district in dollars per square foot. Use the formula total yearly rent (12 x monthly rent) divided by the total square feet of leased space.

\$\_\_\_\_\_ (dollars per square foot)

**M.** List the five (5) to ten (10) largest employers in the community. Indicate if each is located within two miles of the proposed Main Street district. Limit comments to the space provided.

Name of Employer	# of Employees	Product/Service	Located Downtown? Yes ____ No ____	Within 2 Miles of Downtown?
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**N.** List any community events held annually in the proposed Main Street district; include event date, estimated attendance, years in existence and organization(s) responsible. Limit comments to the space provided.

Name of Annual Event	Event Date	# of Attendees	Years in Existence	Organization(s) Responsible
----------------------	------------	----------------	--------------------	-----------------------------

**O.** Discuss safety and crime concerns in the proposed Main Street district. Describe how the Main Street program might address this over the long-term. Limit comments to the space provided.

**P.** Provide the geographic size of the applicant municipality in total square miles.  
\_\_\_\_\_sq. miles.

**Q.** 1. Provide the approximate number of the following in the proposed Main Street district:

\_\_\_\_\_ Apartment units

\_\_\_\_\_ Apartment buildings

\$\_\_\_\_\_ Average housing unit rent in the proposed Main Street district

\$\_\_\_\_\_ Average housing unit rent in the community

**2.** List any housing developments or districts adjacent to the proposed Main Street district that are within walking distance of the downtown. Give the approximate number of residents of each. Limit comments to the space provided.

**3.** Provide the number of government buildings in the proposed Main Street district by categories listed.

a. school(s)\_\_\_\_\_ c. county \_\_\_\_\_ e. state\_\_\_\_\_ g. other\_\_\_\_\_  
b. city\_\_\_\_\_ d. town \_\_\_\_\_ f. federal \_\_\_\_\_

**4.** Provide the names of financial institutions in the applicant municipality. Note with an asterisk (\*) those with an office in the proposed Main Street district. Limit comments to the space provided.

Total number in the municipality \_\_\_\_\_

List:

**R.** Describe the types of projects in which financial institutions invest within the proposed Main Street district. Limit comments to the space provided.

**S.** Provide the number of establishments in each group for the proposed Main Street district. Worksheets are provided in Appendix E of the Application Instructions, page 25 and 26, but an alternate methodology can be used to tally the following categories:

<b>RETAIL BUSINESSES:</b>	
apparel/clothing _____	grocery _____
auto dealerships _____	hardware _____
book stores _____	jewelry _____
computer products _____	pharmacy _____
department stores _____	shoe shop/repair _____
florists _____	variety _____
furniture/appliances _____	other _____
gift/card _____	
<b>TOTAL # OF RETAIL BUSINESSES DOWNTOWN:</b> _____	

<b>SERVICE BUSINESSES:</b>	
accounting/tax _____	law offices _____
barbers/hair salons _____	medical offices _____
bars/lounges _____	movie theaters _____
computer service/technology _____	newspaper/radio/TV _____
dry cleaners _____	real estate _____
financial institutions _____	recreation _____
financial planning _____	coffee shop/restaurants _____
hotel/motel _____	service stations
insurance _____	travel services
laundry _____	other _____
<b>TOTAL # OF SERVICE BUSINESSES DOWNTOWN</b> _____	

<b>INSTITUTIONAL USES:</b>	
houses of worship _____	local government _____
civic _____	state government _____
educational _____	other _____
federal government _____	
<b>TOTAL # OF INSTITUTIONS DOWNTOWN:</b> _____	

<b>Total number of retail employees</b> _____
<b>Total number of service employees</b> _____
<b>Total number of institutional employees</b> _____
<b>Total number of downtown employees</b> _____

Briefly describe the methodology used to determine the information in question S. The forms provided in Appendix E of the Application Instructions, page 25 and 26, may be convenient to use for this question, but other methodologies are acceptable. Limit comments to the space provided.

**T.** Provide the number of parking spaces available in the proposed Main Street district in the following categories. If a parking study has been conducted in the community, indicate the year(s).

	1. Metered	2. Not Metered	3. TOTAL
On Street			
Off Street			
TOTAL			

Parking Study: \_\_\_\_\_ yes \_\_\_\_\_ no If yes, Year(s) \_\_\_\_\_

**U.** List the various media serving the municipality (including local cable access station). Indicate with an asterisk (\*) the locally operated media. Do any have programming that does or could focus on downtown issues? Limit comments to space provided.

V. 1. Is tourism a targeted economic development strategy in the community? \_\_ yes \_\_ no

2. Approximate number of employees involved in tourism-related businesses \_\_\_\_\_  
What percentage of these employees are employed in year-round tourism businesses?  
\_\_\_\_\_% (Information available from the Virginia Tourism Corporation, see Appendix  
B of the Application Instructions, page 12)

W. List any major resorts or attractions in or near the community and approximate distance from the downtown. Also indicate existing partnerships with these attractions/resorts. Limit comments to the space provided.

X. Indicate if the community has a marked seasonal population fluctuation due to tourism, seasonal residency, educational facilities such as universities, etc. and the approximate change in population \_\_\_\_yes \_\_\_\_no Approximate change \_\_\_\_\_  
Reason for change? Limit comments to the space provided.

**PART 2. MUNICIPAL GOVERNMENT PROFILE**

**A.** Provide the municipality's total annual budget for 2006. \$\_\_\_\_\_

**B.** Indicate the municipality's outstanding bonded indebtedness. \$\_\_\_\_\_

**Does the municipality have:**

**C.** A full-time/part-time (circle) Mayor/Chairman of Supervisors? \_\_\_\_ yes \_\_\_\_ no

Name\_\_\_\_\_ term expires \_\_\_\_\_

**D.** A full-time/part-time (circle) Manager? \_\_\_\_ yes \_\_\_\_ no

Name\_\_\_\_\_

**E.** A zoning ordinance? \_\_\_\_ yes \_\_\_\_ no Date adopted\_\_\_\_\_

**F.** A zoning board? \_\_\_\_ yes \_\_\_\_ no

**G.** A planning board? \_\_\_\_ yes \_\_\_\_ no

**H.** A full-time municipal planner? \_\_\_\_ yes \_\_\_\_ no

If no, describe, how and by whom this function is carried out. Limit comments to space provided.

**I.** A full-time building inspector? \_\_\_\_ yes \_\_\_\_ no

If no, describe how and by whom this function is carried out:

**J.** An ordinance to enforce the maintenance provisions for existing buildings?

\_\_\_\_ yes \_\_\_\_ no Date adopted \_\_\_\_\_

**K.** A sign control ordinance? \_\_\_\_ yes \_\_\_\_ no Date adopted \_\_\_\_\_

**L.** A design review ordinance? \_\_\_\_ yes \_\_\_\_ no Date adopted \_\_\_\_\_

**M.** A first floor retail ordinance? \_\_\_\_ yes \_\_\_\_ no Date adopted \_\_\_\_\_

**N.** An ordinance permitting upper story housing? \_\_\_\_ yes \_\_\_\_ no Date adopted \_\_\_\_\_

**O.** A community development staff? \_\_\_\_ yes \_\_\_\_ no

**P.** A public housing agency? \_\_\_\_ yes \_\_\_\_ no

**Q. 1.** A tourism commission? \_\_\_\_ yes \_\_\_\_ no

**2.** A tourism/convention tax? \_\_\_\_ yes \_\_\_\_ no

**R.** A farmer's market? \_\_\_\_ yes \_\_\_\_ no Is it downtown? \_\_\_\_ yes \_\_\_\_ no

**S.** A hotel/motel tax? \_\_\_\_ yes \_\_\_\_ no

What is the specified use? Limit comments to the space provided.

**T.** An adopted comprehensive master plan? \_\_\_\_ yes \_\_\_\_ no Year completed \_\_\_\_  
Date adopted \_\_\_\_\_ Date revised \_\_\_\_\_

If yes, does the comprehensive plan include a:

historic preservation plan? \_\_\_\_ yes \_\_\_\_ no

downtown revitalization plan? \_\_\_\_ yes \_\_\_\_ no

**U.** An historic district ordinance? \_\_\_\_ yes \_\_\_\_ no Date adopted \_\_\_\_\_

**V. 1.** An Enterprise Zone? \_\_\_\_ yes \_\_\_\_ no  
Year Enterprise Zone was established: \_\_\_\_\_

**2.** Indicate the boundaries and show if any part of it in the proposed Main Street district. Please provide a map showing location as Attachment L.

**3.** Describe the local incentives offered. Limit comments to the space provided.

**4.** How will Enterprise Zone incentives be promoted to businesses within the proposed Main Street district? Limit comments to the space provided.

**W.** 1. What is the highest bandwidth for Internet access available in the proposed district? \_\_\_\_ kilobits/sec

2. What is the monthly fee for this service? \$\_\_\_\_/month

**X.** 1. A Service District (SD)? \_\_\_\_yes \_\_\_\_no  
Date SD was established:\_\_\_\_\_

2. If yes, describe the specified use. Limit comments to the space provided.

3. Provide the assessment formula. Limit comments to the space provided.

4. Who administers use of the funds? \_\_\_\_\_

5. Indicate the boundaries (Please indicate on Attachment B-1.)

6. Indicate if SD funds will be used to assist the Main Street program?  
\_\_\_\_ yes \_\_\_\_ no

**Y.** Indicate the total assessed value of property for the municipality:\_\_\_\_\_

**Z.** Indicate the total assessed value of property of the proposed Main Street district:  
\_\_\_\_\_

**AA.** List the nearest Small Business Development Center (SBDC). Also indicate existing partnerships opportunities with the SBDC.

**BB.** Indicate if the municipal government/downtown organization a member of the Virginia Downtown Development Association (VDDA): \_\_\_\_ yes \_\_\_\_ no

**CC.** Indicate if the local government would consider applying for CDBG funds for the Main Street district: \_\_\_\_ yes \_\_\_\_ no

If yes, for what? planning grant \_\_\_\_\_

construction project \_\_\_\_\_

**DD.** Indicate if the municipality has a commercial/industrial tax exemption (often called abatement) ordinance for older building rehabilitation: \_\_\_\_yes \_\_\_\_no

**EE.** Indicate if the community has a Community Development Corporation:

\_\_\_\_ yes \_\_\_\_ no

**FF.** List the colleges or universities in the vicinity of your community and the distance from downtown. Limit comments to the space provided.

**GG.** List the Planning District Commission (PDC) representing your municipality. Also indicate existing partnership opportunities with the PDC. Limit comments to the space provided.

**HH.** Indicate if the municipality has a Business, Professional, Occupational License (BPOL) tax \_\_\_\_ yes \_\_\_\_ no

If yes, would the Commissioner of Revenue or Director of Finance track gross sales receipts in the proposed Main Street district? \_\_\_\_ yes \_\_\_\_ no

If so, please attach a letter from the appropriate official stating their willingness to work with Virginia Main Street to track these figures as Attachment I.

**Contact Virginia Main Street at 804-371-7030 between January 22, 2007 and April 20, 2007 to schedule your timeslot for the Summary Presentation on Wednesday, May 2, 2007.**

**See page 4 of the Application Instructions for additional details.**